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cancel. coupled into one record so that only one record is present for one program. --

Page 25, line 19 through page 26, line 6, please replace this paragraph with the following:

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--Upon request for terminating the browser from the viewer (Yes in S1204), then a unique operation in the present embodiment will be performed. First, it is checked whether or not program table data is to be acquired (S1205). It is decided that no such acquisition is needed, for example, just after acquiring the program table data regularly as described with reference to FIG. 2, or when this process is activated twice or more in the same day. In the regularly activated process as in FIG. 2, the acquisition is made every week or every other week, and hence, in this process it is preferable to judge that no program table data acquisition is needed in step S1205 if new program data is obtained within one week from that day. (Whether such new data is obtained or not may depend upon whether the updating of the program table offered is made every day, every few days or every week.) --

In the Claims:

Please amend claims 1-6, 11 and 12 by replacing them with the like numbered claims hereinbelow. A marked up set of claims is provided at the end of the response to illustrate the changes made herein.

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1. (Amended) A method for obtaining audience data on TV programs, in an audience data obtaining device which uses a computer, the method comprising the steps of:

obtaining, from outside, TV program table data for an area where a viewer resides, said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

detecting a channel that is being viewed by the viewer;

obtaining audience data which include viewed channel information and viewed time information of TV based on a result of the detecting of the viewed channel;

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obtaining at least a program ID of a viewed program from said TV program table data by comparing said audience data with said TV program table data; and

transferring, via the Internet to a collection center, the obtained program ID and the viewed time information along with ID data of the viewer.

2. (Amended) A method for obtaining audience data on TV programs according to claim 1, wherein said step of obtaining TV program table data includes automatically and regularly obtaining said TV program table data by use of the Internet or a broadcasting medium, and said step of transferring includes automatically and regularly performing the transmission to the collection center.

3. (Amended) A method for obtaining audience data on TV programs according to claim 1, wherein said step of obtaining TV program table data includes automatically obtaining said TV program table data, and said step of transferring includes automatically performing the transmission to the collection center, both by making use of opportunities of the viewer's accessing the Internet.

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Cont.
4. (Amended) A method for obtaining audience data on TV programs according to claim 1, wherein said step of obtaining audience data includes ignoring a continuously viewed time of a program when the viewed time is shorter than a predetermined time.

5. (Amended) A method for obtaining audience data on TV programs according to claim 1, wherein said step of transferring includes transmitting said data to be transferred as an HTML text document or an electronic mail.

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6. (Amended) A device for obtaining audience data on TV programs, comprising:

a program table data obtaining means for obtaining, from outside, TV program table data for an area where a viewer resides, said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

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a detector for detecting a channel that is being viewed by the viewer;

an audience data obtaining means for obtaining audience data which include viewed channel information and viewed time information of TV based on a result of the detecting of the viewed channel;

a program identification means for obtaining at least a program ID of a viewed program from said TV program table data by comparing said audience data with said TV program table data; and

a transfer means for transferring, via the Internet to a collection center, the obtained program ID and the viewed time information along with ID data of the viewer.

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503 } 11. (Amended) A recording medium storing a computer readable program for carrying out the steps of:

obtaining, from outside, TV program table data for an area where a viewer resides, said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

detecting a channel that is being viewed by the viewer;

obtaining audience data which include viewed channel information and viewed time information of TV based on a result of the detecting of the viewed channel;

obtaining at least a program ID of a viewed program from said TV program table data by comparing said audience data with said TV program table data; and